

CLAIMS

1. An information stand with an automated e-mail generation (100) comprising a front (101), a proximity sensor (102), a display (103), an input device (104), a multimedia recorder (105) for recording multimedia content, a mail transmitter (106) and a processor (107), wherein the processor is coupled to the proximity sensor, the display, the input device, the multimedia recorder and where the processor is arranged to perform the following steps:
- detecting (200) the user (108) in the front of the information stand by means of the proximity sensor;
 - presenting (300) a user instruction on the display in response to the detection of the user by the proximity sensor;
 - prompting (400) the user to confirm the user instruction presented by means of the display on the input device;
 - recording (500) the multimedia content of the user by means of the multimedia recorder in response to the confirmation of the user instruction;
 - prompting (600) the user to enter an e-mail recipient address and an own name;
 - generating (700) an e-mail (109), wherein a body of the E-mail comprises a predetermined text, an attachment of the multimedia content recorded, said own name and a first link, wherein the first link refers to a commercial site with promotional material; and
 - sending (800) the E-mail body to the E-mail recipient address by means of the mail transmitter.
2. An information stand according to 1, wherein the e-mail body further comprises a second link to a player for the multimedia content recorded,

wherein the second link is determined by the processor dependent of said recorded content.

3. An information stand according to claim 1 or 2, wherein the multimedia content comprises a video clip.
- 5 4. An information stand according to claim 1 or 2, wherein the multimedia content comprises an audio clip.
5. A computer program product comprising program code means stored on a computer-readable medium for performing any one of claims 1 through 4 when the computer program is run on a computer.

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